

Level 4 - Targeting Specific Clients

# Word-based rendering engines have issues





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Text is too big

CHRISTINE:
both screenshots first,
then text is too big, then
line height is too big

Line height is too big

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# Outlook 2013-specific issues



### Target specific Outlook versions

Conditional comments are used to execute code in specified versions of Outlook.

All Outlook

```
<!--[if mso]>
...
<![endif]-->
```

Outlook 2000 - Version 9

Outlook 2002 - Version 10

Outlook 2003 - Version 11

Outlook 2007 - Version 12

Outlook 2010 - Version 14

Outlook 2013 - Version 15

Outlook Using Word

```
<!--[if gte mso 12]>
...
<![endif]-->
```



## Target specific Outlook versions

Conditional comments are used to execute code in specified versions of Outlook.

Outlook 2000 - Version 9

Outlook 2002 - Version 10

Outlook 2003 - Version 11

Outlook 2007 - Version 12

Outlook 2010 - Version 14

Outlook 2013 - Version 15

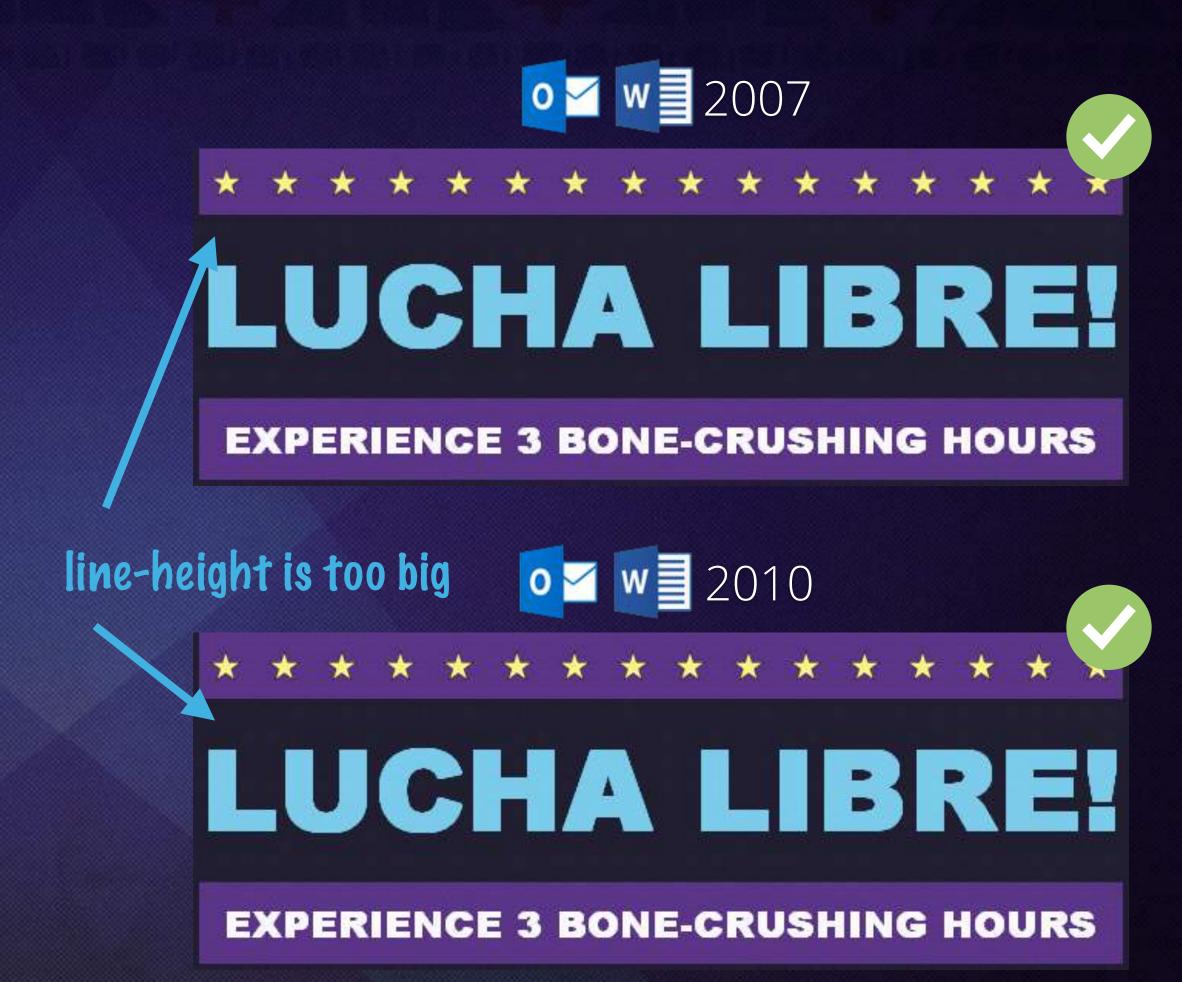
Outlook Using Word

```
<!--[if gte mso 12]>
...
<![endif]-->
```



### Adjusting font size in Outlook 2007 and 2010

Target Outlook 12 and 14 to reduce the font size with CSS.



# Correct line height with a vendor property

There is a special Outlook property that can help fix line height problems

#### email.html

Vendor property

This property is only consistent when applied to table elements.



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# Adjust padding based on line height

The title text shifted to the top in the example.



#### email.html

Too much space





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### Clipping can occur on inline elements

The Word preprocessor ignores line height on inline elements.

email.html

14px is being applied to the spans

```
<td style="...
           font-size: 14px;
           line-height: 14px;">
  <span class="email-tickets-category"</pre>
        style="...
               font-size: 28px;
               line-height: 28px;">
     Adults</span>
  <span class="email-tickets-price"</pre>
        style="...
               font-size: 32px;
               line-height: 32px;
     15</span>
 pesos
```



These line heights are ignored because we set mso-exactly

Identify the largest value



## Set the containing cell's line height

Add a class to the containing elements and line height for the Word preprocessor.

#### email.html

```
<!--[if gte mso 12]>
 <style>
   .email-tickets
    line-height: 32px !important;
 </style>
<![endif]-->
<span ...>Adults/span>
 <span ...> 15</span> pesos
class="email-tickets">
 <span ...>Ninos
 <span ...> 10</span> pesos
```



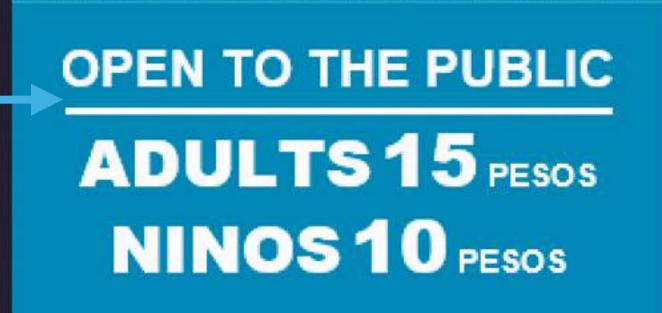


### Outlook 2013 and empty cells

If a cell is empty, Outlook 2013 ignores the height.

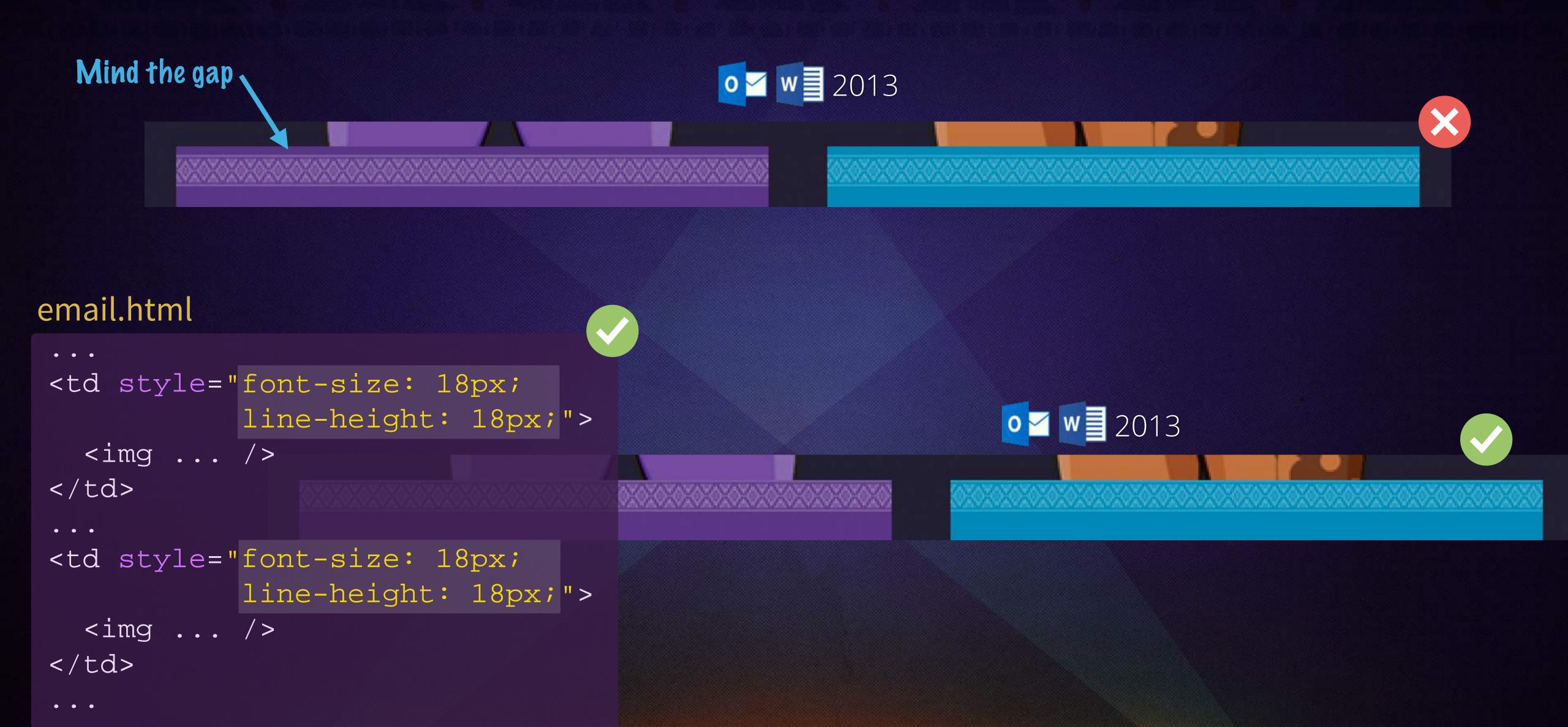
#### email.html <td height="4" If the cell is empty style="font-size: 4px; line-height: 4px;"> Adding a non-breaking space fixes the layout issue <td bgcolor="#fcfbfd" height="3" style="font-size: 3px; If the cell has line-height: 3px;"> anything in it Adding a non-breaking space fixes the layout issue





## Outlook 2013 applies line height to images

Font size and line height need to be set to the height of the image to avoid gaps.



### Our email with conditional styles



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